

EC'd Yes Last Received: 11/09/2012 1:01 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () STRATEGIC MEDIA SVCS	Rep Firm
Advertiser () API	3299 K STREET NW SUITE #200	Sales Office () PHILADELPHIA
Product A.P.I. TARGET	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate#	Agency C/P1/P2/E	
Buyer NEIL WILLIAMS	Flight Dates 11/12/2012 - 11/18/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: AMERICAN PETROLEUM INSTITUTE SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$13,800
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	6A-7A	AM NEWS	:30	\$800.00	11/12-11/16	2	1	2	\$1,600.00	
				Buyline Comment: AM NEWS								
	2	M-F	7A-9A	TODAY SHOW	:30	\$800.00	11/12-11/16	2	1	2	\$1,600.00	
				Buyline Comment: TODAY SHOW								
	3	M-F	12P-1P	NOON NEWS	:30	\$300.00	11/12-11/16	1	1	1	\$300.00	
				Buyline Comment: NOON NEWS								
	4	M-F	5P-530P	5PM NEWS	:30	\$700.00	11/12-11/16	1	1	1	\$700.00	
				Buyline Comment: 5PM NEWS								
	5	M-F	530P-6P	530PM NEWS	:30	\$700.00	11/12-11/16	2	1	2	\$1,400.00	
				Buyline Comment: 530PM NEWS								
	6	M-F	6P-630P	6PM NEWS	:30	\$800.00	11/12-11/16	3	1	3	\$2,400.00	
				Buyline Comment: 6PM NEWS								
	7	M-F	630P-7P	NBC NIGHTLY NEWS	:30	\$2,500.00	11/12-11/16	1	1	1	\$2,500.00	
				Buyline Comment: NBC NIGHTLY NEWS								
	8	M-F	11P-1135P	LATE NEWS	:30	\$1,000.00	11/12-11/16	2	1	2	\$2,000.00	
				Buyline Comment: LATE NEWS								

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	9	SA	7A-8A	Buyline Comment: SATURDAY AM NEWS								
					:30	\$500.00	11/17-11/17	1	1	1	\$500.00	
	10	SU	9A-10A	Buyline Comment: MEET THE PRESS								
					:30	\$800.00	11/18-11/18	1	1	1	\$800.00	

--REPORT TOTALS--

Report Totals: 16 / \$13,800.00

--SALES MONTHLY TOTALS--

Nov 12: 16 / \$13,800.00
Sales Totals: 16 / \$13,800.00
Station Totals: 16 / \$13,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$13,800	CATV 0%	WAVY 100%	WGNT 0%	WPXV 0%	WTKR 0%
		WTVZ 0%	WVBT 0%	WVEC 0%		

--COMPETITIVE COMMENTS--

COMPETITIVE TO FOLLOW

Books NOV11, MAY12, ENOV12
Demos RA35+

-- CREDIT RISK --

CASH IN ADVANCE